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INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY
(Chapter II of the Patent Cooperation Treaty)
(PCT Article 36 and Rule 70)

Applicant's or agent's file reference 2043.022WO1	FOR FURTHER ACTION See Form PCT/IPEA/416	
International application No. PCT/US04/38096	International filing date (day/month/year) 15 November 2004 (15.11.2004)	Priority date (day/month/year) 20 November 2003 (20.11.2003)
International Patent Classification (IPC) or national classification and IPC IPC: G06F 17/60 USPC: 705/10		
Applicant EBAY INC.		
<p>1. This report is the International preliminary examination report, established by this International Preliminary Examining Authority under Article 35 and transmitted to the applicant according to Article 36.</p> <p>2. This REPORT consists of a total of <u>7</u> sheets, including this cover sheet.</p> <p>3. This report is also accompanied by ANNEXES, comprising:</p> <p>a. <input checked="" type="checkbox"/> (<i>sent to the applicant and to the International Bureau</i>) a total of <u>4</u> sheets, as follows:</p> <ul style="list-style-type: none"> <input type="checkbox"/> sheets of the description, claims and/or drawings which have been amended and are the basis of this report and/or sheets containing rectifications authorized by this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions). <input type="checkbox"/> sheets which supersede earlier sheets, but which this Authority considers contain an amendment that goes beyond the disclosure in the international application as filed, as indicated in Item 4 of Box No. I and the Supplemental Box. <p>b. <input type="checkbox"/> (<i>sent to the International Bureau only</i>) a total of (indicate type and number of electronic carrier(s)) _____, containing a sequence listing and/or tables related thereto, in electronic form only, as indicated in the Supplemental Box Relating to Sequence Listing (see Section 802 of the Administrative Instructions).</p> <p>4. This report contains indications relating to the following items:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Box No. I Basis of the report <input type="checkbox"/> Box No. II Priority <input type="checkbox"/> Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability <input type="checkbox"/> Box No. IV Lack of unity of invention <input checked="" type="checkbox"/> Box No. V Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement <input type="checkbox"/> Box No. VI Certain documents cited <input checked="" type="checkbox"/> Box No. VII Certain defects in the international application <input type="checkbox"/> Box No. VIII Certain observations on the international application 		
Date of submission of the demand 09 August 2004 (09.08.2004)	Date of completion of this report 17 March 2006 (17.03.2006)	
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INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.

PCT/AU04/38096

Box No. I Basis of the report

1. With regard to the language, this report is based on:
- the international application in the language in which it was filed.
- a translation of the international application into English, which is the language of a translation furnished for the purposes of:
 - international search (under Rules 12.3 and 23.1(b))
 - publication of the international application (under Rule 12.4(a))
 - international preliminary examination (under Rules 55.2(a) and/or 55.3(a))
2. With regard to the elements of the international application, this report is based on (replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report):
- the international application as originally filed/furnished
- the description:
pages 1.2.4-6.8, 9.11, 13-16 and 17..... as originally filed/furnished
pages* NONE..... received by this Authority on
- pages* 1.7, 10, 12, 14 and 15..... received by this Authority on 09 August 2005 (09.08.2005)
- the claims:
pages NONE..... as originally filed/furnished
pages* NONE..... as amended (together with any statement) under Article 19
pages* NONE..... received by this Authority on
- pages* 18-22..... received by this Authority on 09 August 2005 (09.08.2005)
- the drawings:
pages 1.1 and 2-27..... as originally filed/furnished
pages* 1.2 and 8..... received by this Authority on 09 August 2005 (09.08.2005)
pages* NONE..... received by this Authority on
- a sequence listing and/or any related table(s) - see Supplemental Box Relating to Sequence Listing.
3. The amendments have resulted in the cancellation of:
- the description, pages NONE.....
- the claims, Nos. NONE.....
- the drawings, sheets/figs NONE.....
- the sequence listing (specify): NONE.....
- any table(s) related to the sequence listing (specify): NONE.....
4. This report has been established as if (some of) the amendments annexed to this report and listed below had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).
- the description, pages
- the claims, Nos.
- the drawings, sheets/figs
- the sequence listing (specify):
- any table(s) related to the sequence listing (specify):

* If item 4 applies, some or all of those sheets may be marked "superceded."

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.:
PCT/US04/32096

Box No. V Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims 1-23.....	YES
	Claims NONE.....	NO
Inventive Step (IS)	Claims 8, 13, 18, 20-23.....	YES
	Claims 1-7, 9-14, 16-17, 19, 23-24.....	NO
Industrial Applicability (IA)	Claims 1-24.....	YES
	Claims NONE.....	NO

2. Citations and Explanations (Rule 70.7)

Please See Continuation Sheet

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Box No. VII Certain defects in the international application

The following defects in the form or contents of the international application have been noted:

The following defects in the form or contents of the international application have been noted: The objection to the drawings under PCT Rule 66.2(a)(iii) has been overcome by the applicant's amendment to the drawings. The objection to the description under PCT Rule 66.2(a)(iii) has been overcome by the applicant's amendment to the description.

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Supplemental Box

In case the space in any of the preceding boxes is not sufficient:

Continuation of:

V. 2. Citations and Explanations:

Claims 1-10 lack an inventive step under PCT Article 33(3) as being obvious over eBay (eBay, eBay Feedback Removal Policy, 19 June 2000 (online - Internet Archive Wayback Machine - reviewed on 14 February 2005 - URL: <http://web.archive.org/web/20050214144004/http://www.ebay.com/help/documents/fbremov.htm#2>)). eBay discloses feedback cancellation in a network-based transaction facility comprising:

{Claim 10} receiving a request, as an electronic communication, to cancel feedback pertaining to a transaction at a network-based transaction facility from a first party in the transaction (Para 3, eBay teaches contacting eBay by writing to feedback@eBay.com <<mailto:feedback@eBay.com>> and seek a review if you believe that another user has left feedback for you that meets one or more of the criteria. If eBay agrees with you, it will remove the feedback); automatically determining whether one or more feedback cancellation criteria are satisfied (Para 3-13, eBay teach circumstances (criteria) where eBay will consider removing feedback); and automatically canceling the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied (Para 3, eBay teaches that if eBay agrees with you, it will remove the feedback). eBay, however, does not expressly show "automatically" determining whether one or more feedback cancellation criteria are satisfied nor "automatically" canceling the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied. It was known at the time of the Applicant's invention that merely providing an automatic means to replace a manual activity, which accomplishes the same result, is not sufficient to distinguish over the prior art. For example, simply automating the step of determining whether one or more feedback cancellation criteria are satisfied and automatically canceling the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied, gives you just what you would expect from the manual steps as shown in eBay. In other words there is no enhancement found in the claimed step. It would have been obvious to one of ordinary skill in the art at the time of the Applicant's invention to automate the determination of whether one or more feedback cancellation criteria are satisfied and to automatically canceling the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied, which is purely known, and an expected result from automation of what is known in the art.

Supplemental Box

Claims 1 substantially recites the same limitations as that of claim 10 with the distinction of the recited method being an apparatus. Hence the same rejection for claim 10 as applied above applies to claim 1.

Claims 2-7, 9, 11-14, 16-17, 19 and 23-24 lack an inventive step under PCT Article 33(3) as being obvious over eBay (eBay, eBay Feedback Removal Policy, 19 June 2000 [online - Internet Archive WaybackMachine - retrieved on 14 February 2005 - URL: http://www.archive.org/details/feedbackremoval00ebay_0]), in view of SquareTrade (SquareTrade, How SquareTrade's Dispute Resolution Can Help Resolve Feedback Disputes, 12 March 2001, 18 June 2001, and 08 August 2002 [online - Internet Archive WaybackMachine - retrieved on 14 February 2005 - URL: http://www.squaretrade.com/sh/bbsqf_020801.htm#2]). As to claim 11, eBay discloses feedback cancellation in a network-based transaction facility but fails to teach determining that a second party to the transaction agrees to cancel the feedback pertaining to the transaction. SquareTrade teaches eBay will consider your request for feedback removal when SquareTrade notifies eBay that you have reached an agreeable resolution with the other party (Para 3). It would have been obvious to one of ordinary skill in the art to include SquareTrade's agreement solution with the teachings of eBay since eBay teaches that it is old and well known in the art to have a feedback removal policy (eBay; Title). Both eBay and SquareTrade address how to resolve feedback disputes on eBay so the feedback can be removed; therefore the motivation to combine is based on the nature of the problem to be solved.

[Claim 12] wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party (SquareTrade: Para 1 and 3, SquareTrade teaches that if you have received feedback that you disagree with and want to have it remove, you can work with SquareTrade (eBay's preferred online dispute resolution provider) to try and resolve the underlying problem with the other eBay user, eBay will consider your request for feedback removal when SquareTrade notifies eBay that you have bought or sold an item that does not violate eBay policy.).

[Claim 13] identifying a second party to the transaction based on input provided by the first party (SquareTrade: Para 1 and 3, SquareTrade teaches that if you have received feedback that you disagree with and want to have it remove, you can work with SquareTrade (eBay's preferred online dispute resolution provider) to try and resolve the underlying problem with the other eBay user,); presenting to the first party information identifying the second party and the feedback pertaining to the transaction (SquareTrade: Para 79, SquareTrade teaches entering complaint details on SquareTrade's secure and confidential Web site, SquareTrade will send notification email to the other party who can then respond to your complaint in a secure are on the SquareTrade Web site. When you receive a response, log in and request a SquareTrade Mediator.); and

receiving a confirmation of the request to cancel feedback from the first party (SquareTrade: Para 10, SquareTrade teaches when you and the other eBay user have reached a resolution and completed all terms of that resolution as outlined by your mediator, SquareTrade will notify eBay and your feedback will be removed).

[Claim 14] wherein the input provided by the first party includes an identifier of an item associated with the transaction (SquareTrade: Para 3, SquareTrade teaches eBay will consider your request for feedback removal when SquareTrade notifies eBay that you have bought or sold an item that does not violate eBay policy. Implicitly, an item is identified).

[Claim 15] notifying a second party to the transaction about the request to cancel feedback (SquareTrade: Para 7-9, SquareTrade teaches SquareTrade will send notification email to the other party who can then respond to your complaint in a secure are on the SquareTrade Web site.).

[Claim 17] sending to the second party an email message informing the second party of the request to cancel feedback pertaining to the transaction (SquareTrade: Para 7-9, SquareTrade teaches SquareTrade will send notification email to the other party who can then respond to your complaint in a secure are on the SquareTrade Web site.).

[Claim 19] presenting to the second party information identifying the transaction for which the first party submitted the request to cancel feedback (SquareTrade: Para 3 and 7-9, SquareTrade teaches eBay will consider your request for feedback removal when SquareTrade notifies eBay that you have bought or sold an item that does not violate eBay policy. SquareTrade will send notification email to the other party who can then respond to your complaint in a secure are on the SquareTrade Web site.); and receiving a confirmation of feedback cancellation from the second party (SquareTrade: Para 10, SquareTrade teaches when you and the other eBay user have reached a resolution and completed all terms of that resolution as outlined by your mediator, SquareTrade will notify eBay and your feedback will be removed).

[Claim 23] wherein the at least one feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit (SquareTrade: Para 1 and 3, SquareTrade teaches that if you have received feedback that you disagree with and want to have it remove, you can work with SquareTrade (eBay's preferred online dispute resolution provider) to try and resolve the underlying problem with the other eBay user, eBay will consider your request for feedback removal when SquareTrade notifies eBay that you have bought or sold an item that does not violate eBay policy. Implicitly, one feedback comment pertaining to the transaction exist.).

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Supplemental Box

[Claim 24] receiving a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction (eBay; Para 3, eBay teaches contacting eBay by writing safelighter1.ebay.com, <mailto:safelighter1@ebay.com>, and seek review if you believe that another user has left feedback for you that meets one or more of the criteria. If eBay agrees with you, it will remove the feedback.); automatically determining whether at least one feedback cancellation criteria is satisfied (eBay; Para 3-13, eBay teach circumstances (criteria) where eBay will consider removing feedback.); and canceling the feedback pertaining to the transaction if the at least one feedback cancellation criteria is satisfied (eBay; Para 3, eBay teaches that if eBay agrees with you, it will remove the feedback.).

Claims 2-7 and 9 substantially recites the same limitations as that of claims 11-14, 16, 23 and 24 with the distinction of the recited method being an apparatus. Hence the same rejection for claims 11-14, 16, 23 and 24 as applied above applies to claims 2-7 and 9.

Claims 8, 15, 18 and 20-22 meet the criteria set out in PCT Article 33(2)-(3), because the prior art does not teach or fairly suggest the limitations of claims 8, 15, 18 and 20-22. Specifically, the prior art of record does not teach recalculating feedback scores and statistics for each of the first party and a second party to the transaction, determining that the item is associated with a plurality of transactions; the email message is sent to the second party includes a link to a feedback cancellation form; displaying at least one feedback comments pertaining to the transaction with a feedback withdrawal comment; and preventing any of the first party and a second party to the transaction from entering feedback comments for the transaction upon canceling the feedback pertaining to the transaction.

Claims 1-24 meet the criteria set out in PCT Article 33(4), and thus meet industrial applicability because the subject matter claimed can be made or used in industry.

----- NEW CITATIONS -----

Terminology

For the purposes of the present specification, the term "transaction" shall be taken to include any communications between two or more entities and shall be construed to include, but not be limited to, commercial transactions including sale and purchase transactions, auctions and the like.

Transaction Facility

Figure 1 is block diagram illustrating an exemplary network-based transaction facility 10 that includes one or more of a number of types of front-end servers, namely page servers 12 that deliver web pages (e.g., markup language documents), picture servers 14 that dynamically deliver images to be displayed within Web pages, listing servers 16, CGI servers 18 that provide an intelligent interface to the back-end of facility 10, and search servers 20 that handle search requests to the facility 10. E-mail servers 21 provide, *inter alia*, automated e-mail communications to users of the facility 10.

The back-end servers include a database engine server 22, a search index server 24 and a credit card database server 26, each of which maintains and facilitates access to a respective database 23.

The facility 10 may be accessed by a client program 30, such as a browser (e.g., the Internet Explorer distributed by Microsoft Corp. of Redmond, Washington) that executes on a client machine 32 and accesses the facility 10 via a network such as, for example, the Internet 34. Other examples of networks that a client may utilize to access the auction facility 10 include a wide area network (WAN), a local area network (LAN), a wireless network (e.g., a cellular network), or the Plain Old Telephone Service (POTS) network.

Database Structure

Figure 2 is a database diagram illustrating an exemplary database 23, maintained by and accessed via the database engine server 22, which at least partially implements and supports the network-based transaction facility 10 such as an Internet-based auction facility. It should be noted that while some embodiments of the present invention are described in the context of an auction facility, it will be appreciated by those skilled in the art that the invention will

may discourage other users from transacting with a specific user. Sometimes, feedback left for a user may not be accurate. For example, a feedback provider may leave a positive feedback by mistake (e.g., a buyer may leave negative feedback to a wrong seller) or the parties to a transaction may have been able to 5 resolve the problem after negative feedback was left. Embodiments of the present invention provide a mechanism for canceling feedback in the transaction facility 10.

In one embodiment, the transaction facility 10 contains a feedback cancellation module that is responsible for canceling feedback comments 10 previously left by users of the transaction facility 10. Figure 6 is a block diagram of one embodiment of a feedback cancellation module 600.

Referring to Figure 6, the feedback cancellation module 600 includes a feedback cancellation request receiver 602, a feedback cancellation criteria evaluator 604, a feedback cancellation request processor 606, a feedback cancellation recorder 608, a feedback user interface (UI) generator 612, and a database 610. The feedback cancellation request receiver 602 is responsible for receiving a request to cancel feedback from a first user, identifying a transaction associated with the feedback and identifying a second user who was the second party to the transaction. The feedback to be cancelled may include feedback 15 comments left by the first and second users for the relevant transaction. In one embodiment, the transaction is identified using an item number specified by the first user when submitting the request.

The feedback cancellation criteria evaluator 604 is responsible for evaluating information pertaining to the current feedback cancellation request 20 based on a set of feedback cancellation criteria that encompass various rules for canceling feedback in the transaction facility 10. The rules may require, for example, that at least one feedback comment be associated with the relevant transaction, that the request to cancel feedback be received before an expiration date of the transaction, that each party to the transaction be currently registered 25 with the transaction facility 10, that the feedback cancellation request be below a 30

response to the feedback cancellation request of the first party, and a request of the second party to view detailed information about the relevant transaction.

At processing block 710, the feedback cancellation criteria evaluator 604 determines whether the response of the first party satisfies the feedback cancellation criteria. For example, the feedback cancellation criteria evaluator 604 may determine whether the response is received before the expiration date of the transaction, that each party to the transaction is currently registered with the transaction facility 10, etc.

If the response of the second party does not satisfy any of the feedback cancellation criteria, the criteria evaluator 604 creates an error message identifying the problem (processing block 712). If the response of the second party satisfies all of the feedback cancellation criteria, the feedback UI generator 612 presents to the second party information about the transaction and feedback comments left for this transaction (processing block 714).

At processing block 716, the feedback cancellation request processor 606 determines whether the second party confirms the cancellation of the feedback based on the input provided by the second party. If not, method 700 ends. If so, the feedback cancellation request processor 606 causes the feedback cancellation recorder 608 to cancel the feedback (processing block 720). In one embodiment, the feedback is cancelled by marking each relevant feedback comment as withdrawn, recalculating feedback scores and statistics of both parties, and marking the transaction as having withdrawn feedback to prevent the party who has not yet provided feedback from leaving new feedback.

In one embodiment, method 700 performed by the feedback cancellation module 600 is divided into an initiator process that is based on interactions with the first party (referred to as a mutual feedback withdrawal (MFW) initiator) and a respondent process that is based on interactions with the second party (referred to as a MFW respondent). Figure 8 is a flow diagram of one embodiment of a method 800 for performing an exemplary MFW initiator process. Method 800 may be performed by the feedback cancellation module 600, which may be implemented in hardware, software, or a combination of

7	Less than 90 days since trxn end or less than 30 days since either party feedback left for this transaction? (does not include reply or follow-ups)	Return error if FALSE	This transaction is past the expiry date for a feedback withdrawal request.
8	Is the other party in transaction NARU?	Return error if TRUE	The request cannot be completed as the other party in this transaction is no longer a registered user.
9	MFW request already filed for this transaction?	Return error if TRUE	You have already requested feedback withdrawal for this transaction.
10	Is this user over their usage limit?	Return error if TRUE	You can request withdrawal for only 15 transactions during a 30-day period.
11	Has the other party already filed for MFW on this item?	User sees respondent flow if TRUE.	

Table 1.

If any of the feedback withdrawal criteria are not satisfied, the feedback

- 5 UI generator 612 displays an error messages (processing block 816). Examples of error messages are included in Table 1. Figures 11A and 11B illustrate exemplary UIs that present error messages to the user.

If all of the feedback withdrawal criteria are satisfied and the item number is associated with multiple transactions (processing block 808), the 10 feedback UI generator 612 presents to the first party a multi-item MFW UI containing a list of transactions (processing block 810). Figure 12 illustrates an exemplary multi-item MFW UI that facilitates user selection of a specific transaction.

Upon receiving an identifier of the second party (the respondent) 15 (processing block 812), the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied (processing block 814). Table 2 illustrates exemplary feedback withdrawal criteria used by the criteria evaluator 604 for the multi-transaction items.

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If the first party decides to proceed further with feedback cancellation, the feedback UI generator 612 presents to the first party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility 10 (processing block 820). Figure 14 illustrates an exemplary MFW policy UI.

5 If the first party confirms the request to cancel feedback (processing block 822), the feedback cancellation request processor 606 sends emails to the first party confirming the request and to second party notifying about the request (processing block 826). Figures 21 and 22 illustrate exemplary emails sent to the first and second parties respectively.

10 In addition, the feedback UI generator 612 presents a MFW request confirmation UI to the first party (processing block 828). Figure 15A illustrates an exemplary MFW request confirmation UI.

15 If the first party does not confirm the request to cancel feedback (processing block 822), the feedback UI generator 612 presents a MFW request cancellation UI to the first party (processing block 824). Figure 15B illustrates an exemplary MFW request cancellation UI.

Figure 9 is a flow diagram of one embodiment of a method 900 for performing an exemplary MFW respondent process. Method 900 may be performed by the feedback cancellation module 600, which may be 20 implemented in hardware, software, or a combination of both. Method 900 is discussed with reference to exemplary UIs created by the feedback UI generator 612 and illustrated in Figures 16-20.

Referring to Figure 9, method 900 begins with the feedback UI generator 612 presenting an initial respondent MFW UI to the second party (processing block 902). An exemplary initial respondent MFW UI is shown in Figure 16. If the second party accesses the initial respondent MFW UI via email, the item number is included in the UI as illustrated in Figure 16. Alternatively, the second party is requested to enter the item number.

When the second party asks for details of the relevant transaction 30 (processing block 904), the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied (processing block 906). Exemplary

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feedback withdrawal criteria used by the criteria evaluator 604 are illustrated in Table 1.

If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 913). Examples 5 of error messages are included in Table 1. Figure 17 illustrates an exemplary UI that presents an error message to the user.

If all of the feedback withdrawal criteria are satisfied and the item number is associated with multiple transactions (processing block 908), the 10 feedback UI generator 612 presents to the second party a multi-item MFW UI containing a list of transactions to the first party, as illustrated in Figure 12.

Upon receiving an identifier of the transaction from the second party (processing block 910), the criteria evaluator 604 determines whether the feedback withdrawal criteria are satisfied (processing block 912). Table 2 15 illustrates exemplary feedback withdrawal criteria used by the criteria evaluator 604 for the multi-transaction items.

If any of the feedback withdrawal criteria are not satisfied, the feedback UI generator 612 displays an error messages (processing block 913). If all of the feedback withdrawal criteria for the multi-transaction items are satisfied or the item is associated with a single transaction (processing block 908), the feedback 20 UI generator 612 presents to the second party a respondent review MFW UI that provides information about the transaction and feedback left for this transaction (processing block 914). Figure 18 illustrates an exemplary respondent review MFW UI.

If the second party decides to proceed further with feedback cancellation, 25 the feedback UI (processing block 916) generator 612 presents to the second party a MFW policy UI that provides information about feedback cancellation rules in the transaction facility 10 as illustrated in Figure 14.

If the second party does not confirm the request to cancel feedback (processing block 918), the feedback UI generator 612 presents a MFW request 30 cancellation UI to the second party (processing block 920). Figure 20 illustrates an exemplary MFW request cancellation UI.

CLAIMS

1. An apparatus characterized by:
 - a feedback cancellation request receiver to receive a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction;
 - a feedback cancellation criteria evaluator, communicatively coupled to the feedback cancellation request receiver, to automatically determine whether at least one feedback cancellation criteria is satisfied; and
 - a feedback cancellation recorder, communicatively coupled to the feedback cancellation criteria evaluator, to cancel the feedback pertaining to the transaction if the at least one feedback cancellation criteria is satisfied.
2. The apparatus of claim 1 further comprising:
 - a feedback cancellation request processor to determine that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.
3. The apparatus of claim 1 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.
4. The apparatus of claim 1 wherein the feedback cancellation request receiver is further to identify a second party to the transaction based on input provided by the first party, to present to the first party information identifying the second party and the feedback pertaining to the transaction, and to receive a confirmation of the request to cancel feedback from the first party.
5. The apparatus of claim 4 wherein the input provided by the first party includes an identifier of an item associated with the transaction.

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6. The apparatus of claim 1 wherein the feedback cancellation request receiver is further to notify a second party to the transaction about the request to cancel feedback.
- 5 7. The apparatus of claim 2 wherein the feedback cancellation request processor is to determine that the second party agrees to cancel the feedback by presenting to the second party information identifying the transaction for which the first party submitted the request to cancel feedback, and receiving a confirmation of feedback cancellation from the second party.
- 10 8. The apparatus of claim 1 wherein the feedback cancellation recorder is to cancel the feedback pertaining to the transaction by marking the feedback pertaining to the transaction as withdrawn, and recalculating feedback scores and statistics for each of the first party and a second party to the transaction.
- 15 9. The apparatus of claim 1 wherein the at least one feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.
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10. A method characterized by:

receiving a request, as an electronic communication, to cancel feedback pertaining to a transaction at a network-based transaction facility from a first party to the transaction;

automatically determining whether at least one feedback cancellation criteria is satisfied; and

automatically canceling the feedback pertaining to the transaction if the at least one feedback cancellation criteria are satisfied.

11. The method of claim 10 further comprising:

determining that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

12. The method of claim 10 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

13. The method of claim 10 further comprising:

identifying a second party to the transaction based on input provided by the first party;

presenting to the first party information identifying the second party and the feedback pertaining to the transaction; and

receiving a confirmation of the request to cancel feedback from the first party.

14. The method of claim 13 wherein the input provided by the first party includes an identifier of an item associated with the transaction.

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15. The method of claim 14 wherein identifying the second party comprises:

determining that the item is associated with a plurality of transactions;

presenting to the first party at least one user participating in the plurality

5 of transactions; and

requesting the first party to specify which of the at least one user is the
second party.

16. The method of claim 10 further comprising:

10 notifying a second party to the transaction about the request to cancel
feedback.

17. The method of claim 16 wherein notifying the second party comprises:

sending to the second party an email message informing the

15 second party of the request to cancel feedback pertaining to the transaction.

18. The method of claim 17 wherein the email message sent to the second

party includes a link to a feedback cancellation form.

20 19. The method of claim 11 wherein determining that the second party agrees
to cancel the feedback comprises:

presenting to the second party information identifying the transaction for
which the first party submitted the request to cancel feedback; and

receiving a confirmation of feedback cancellation from the second party.

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20. The method of claim 10 wherein canceling the feedback pertaining to the
transaction comprises:

marking the feedback pertaining to the transaction as withdrawn; and

recalculating feedback scores and statistics for each of the first party and

30 a second party to the transaction.

21. The method of claim 10 further comprising:

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upon receiving a request for feedback left for any one of the first party and a second party to the transaction, displaying at least one feedback comments pertaining to the transaction with a feedback withdrawal comment.

5 22. The method of claim 10 further comprising:

preventing any of the first party and a second party to the transaction from entering feedback comments for the transaction upon canceling the feedback pertaining to the transaction.

10 23. The method of claim 10 wherein the at least one feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the
15 transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.

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24. A computer readable medium that stores instructions, which when executed on a processor, cause the processor to perform a method characterized by:

receiving a request to cancel feedback pertaining to a transaction in a
25 network-based transaction facility from a first party to the transaction;
automatically determining whether at least one feedback cancellation criteria is satisfied; and
canceling the feedback pertaining to the transaction if the at least one feedback cancellation criteria is satisfied.

30

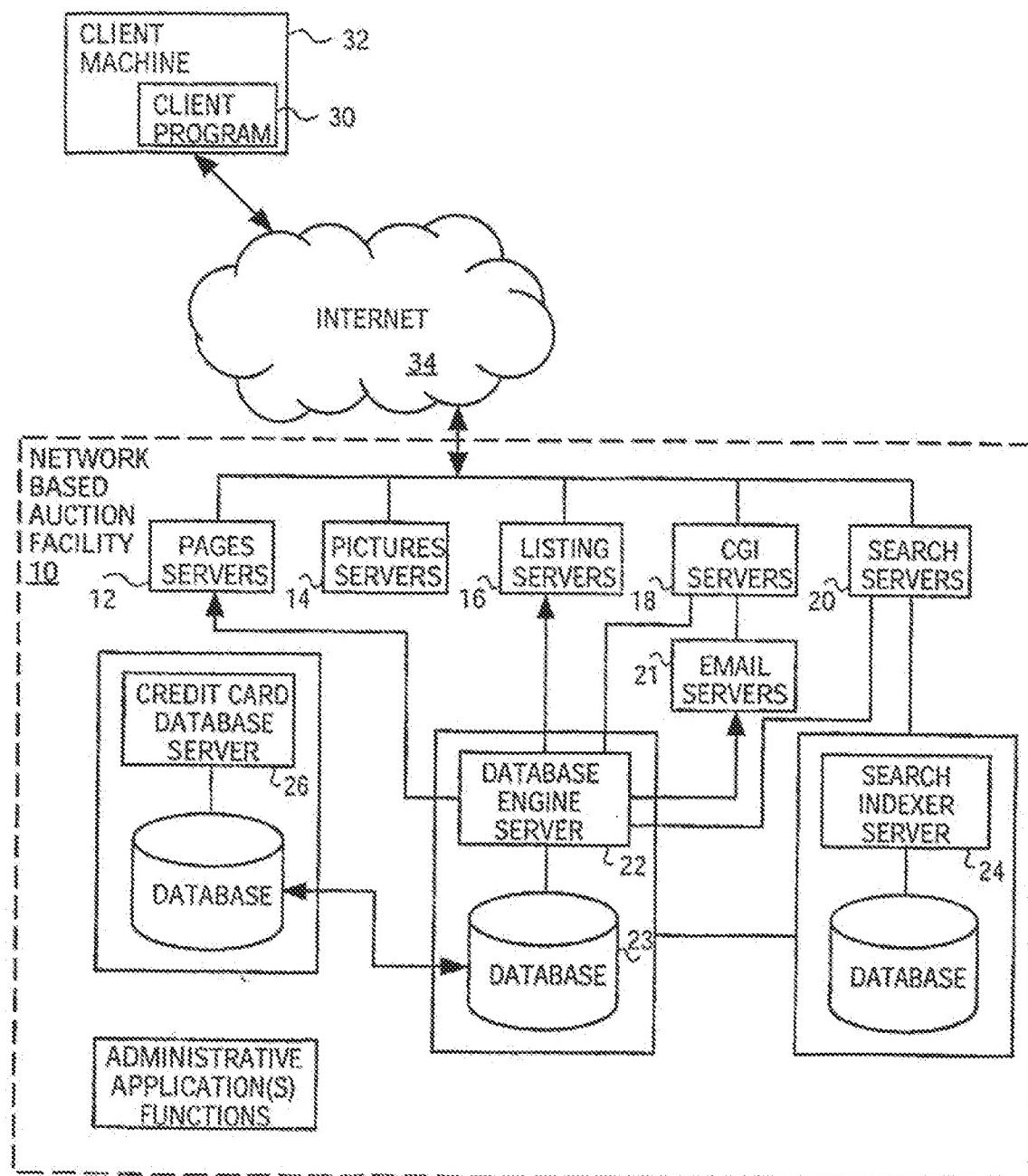


FIG. 1

AMENDED SHEET

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23

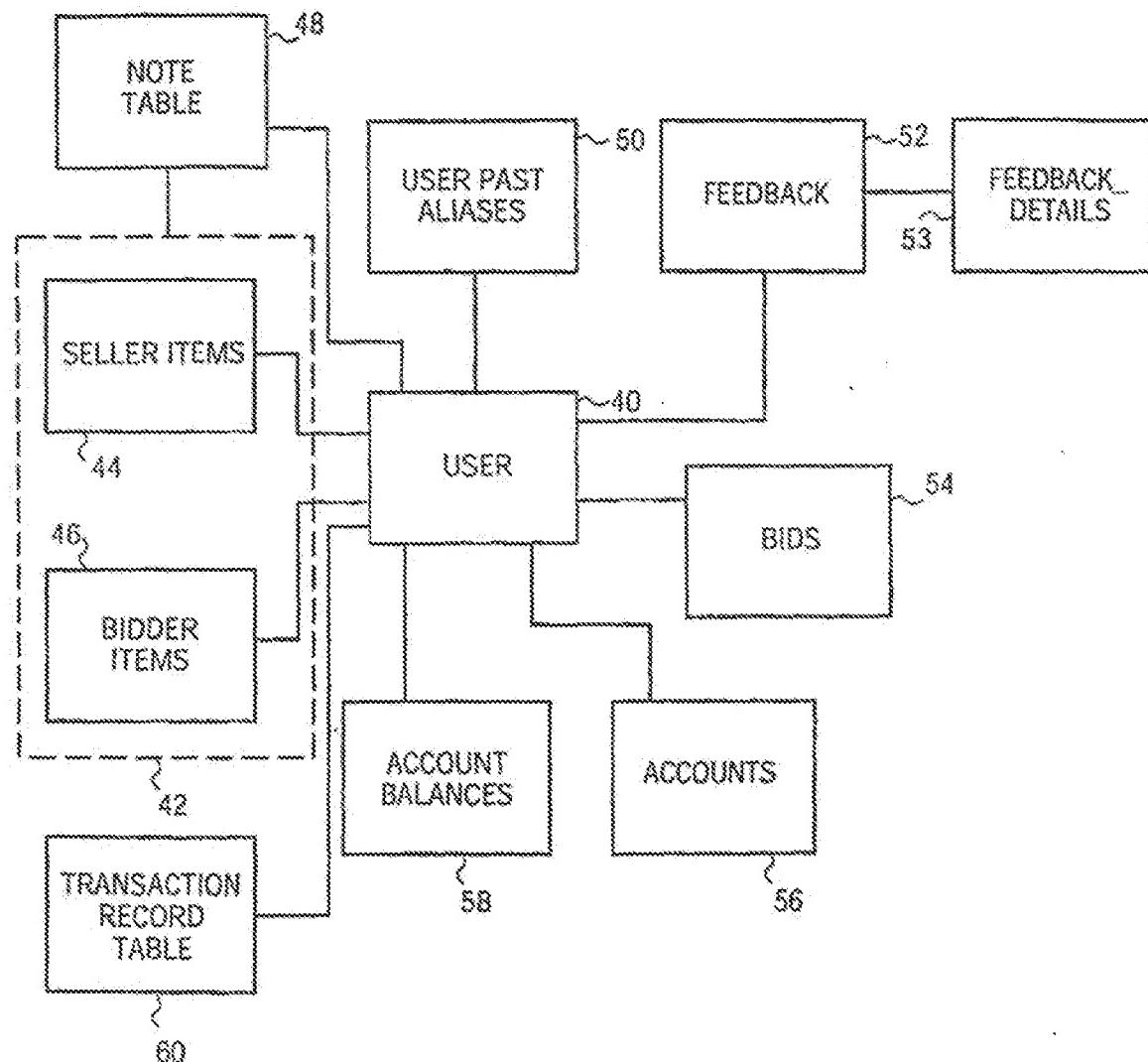


FIG. 2

AMENDED SHEET

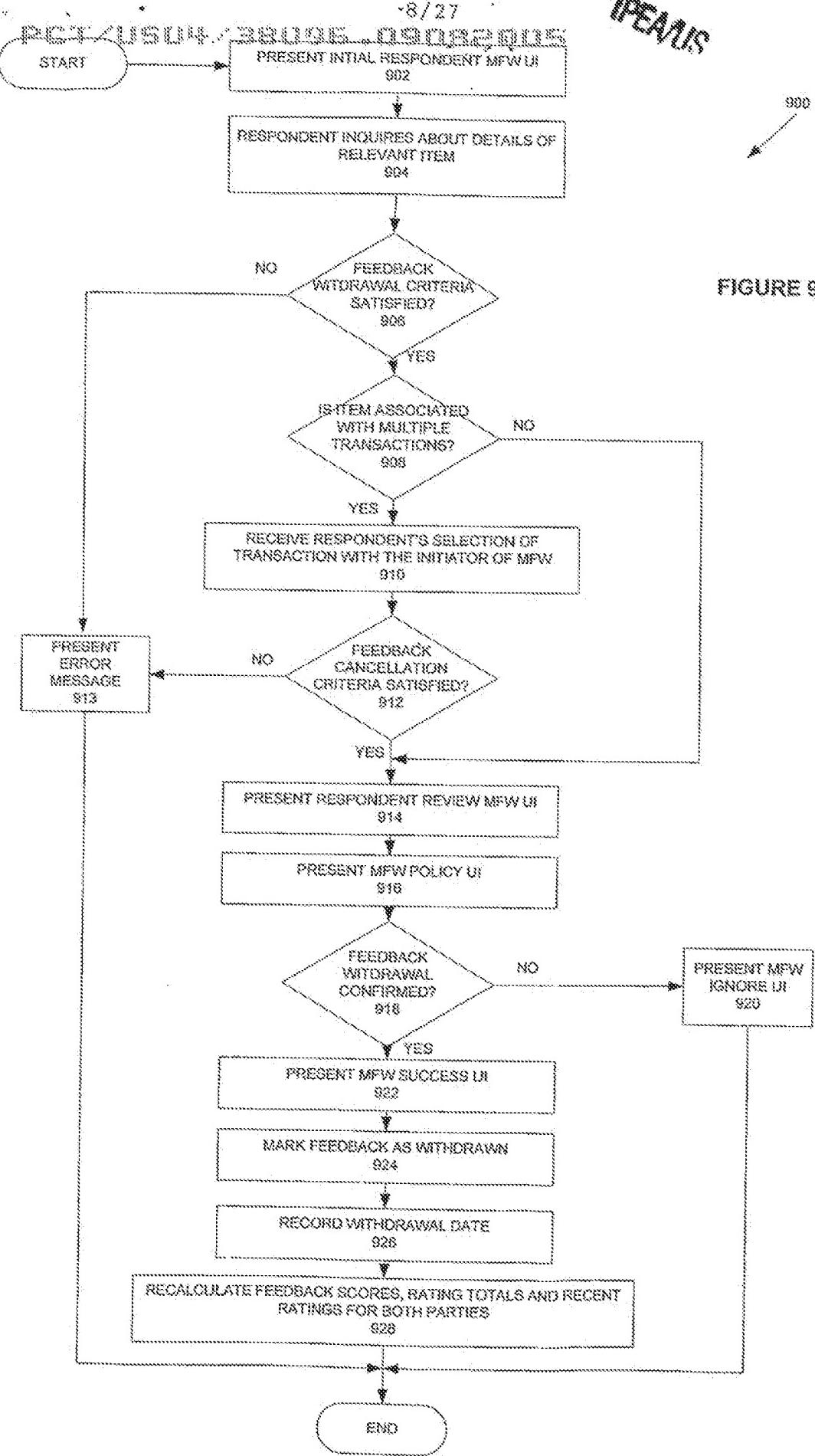


FIGURE 9

AMENDED SHEET